Terms of Reference
for
Design, Development and Maintenance of a project website

Background

The American University of Central Asia has recently been awarded a grant from the EU for a 4-year long project called "Promotion of energy security and sustainable growth through increased energy and resource efficiency in tourism SMEs in Kyrgyzstan" (PERETO)[1]. The project has an overall objective to promote sustainable production and consumption (SCP) practices and energy and resource efficiency (ERE) among small and medium enterprises in Kyrgyzstan's tourism sector specifically targeting hotels, restaurants and cafes (HoReCa). The project will be jointly implemented with partner organizations in Kyrgyzstan, the Netherlands and Germany. AUCA is coordinating the project and leads activities related to communication and visibility. As part of the project's activities on awareness, communication and education, AUCA is seeking a contractor to develop a website for the project on a secure open source platform, outside the main AUCA website.

Objective

The objective of this assignment to:
1. Design, develop and regularly maintain the project website for the PERETO project during the project implementation,
2. Enhance the project's online presence and outreach through a well designed and functional website.

Scope of work and tasks

The selected contractor is expected to implement the following tasks:

1. Website planning, sitemap and wireframe creation

   a. The project website is expected to be a one-stop shop for information on the project and its activities, and provide knowledge products for the main target audiences small and medium size HoReCa enterprises **and** consumers through dedicated information pages, a library of resources and a small number of interactive tools.

   b. The website should as a minimum consist of: 1) a homepage which provides quick access to the different sections of the website, news updates, links to social media, option to subscribe to news; 2) a set of static pages with text (e.g. "About the project", "Project partners", "Contacts"), 3) two

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[1] A short project description is available on: https://www.switch-asia.eu/project/pereto/; on Facebook: https://web.facebook.com/PERETO.kg; and on Instagram: https://www.instagram.com/PERETO_project_kg

separate pages for Consumers and Businesses where contents and sub-pages will be added incrementally; 4) at least one interactive tool which will be connected to the page for businesses (e.g. self-assessment tool for companies to evaluate their sustainability performance); 5) a serchable library of energy and resource efficiency (ERE) technologies/solutions/good practices for SMEs; 6) a separate page which will serve as a depository of all the outputs from the project (e.g. reports, infographics, videos, short pages with text and photos), 7) news feed (e.g. a page with news articles and/or an embedded twitter feed, 8) language selection for English, Russian and Kyrgyz language.

A tentative sitemap could look as follows:

Home
About the project
        Project description
        Project partners
        Project results
Information for consumers and travellers
        Sustainable consumption
        Sustainable travel
        Resources for consumers
Information for HoReCa SMEs
        Benefits of adopting energy and resource efficiency measures
        Library of ERE technologies, solutions and good practices
        Self-assessment tool
        Financing
Publications
        Reports
        Videos
News
Contact

c. Based on its own research and information gathering and in consultation with the PERETO team, the Contractor is expected to develop a refined sitemap and create the wireframe for the project website. The sitemap and wireframe must be created initially in English for approval by the project team.

d. The Contractor is also expected to choose the technologies and frameworks for the website in a way that allows for contents to be managed securely and easily by the project team, expanded, and moved to or integrated into another website after the closure of the project. Additionally, the technologies and frameworks behind the website should provide the user with a product that is functional, easy and fast to use, optimised for different devices, secure and reliable.

e. The Contractor is also expected to advise the PERETO team during the selection of web domain registration and web hosting service.

2. Website design and layout

a. After approval of the wireframe, the Contractor will be expected to develop at least three different design options for consideration by the PERETO team. The project logos have been already developed, more detailed project specific design guidelines (colours, fonts) are in development and will be shared with the contractor.

b. The contractor is expected to present a website layout which represents the information structure, content and demonstrate the functionality of the website to give the PERETO team a general understanding of how the final product will look.

c. The Contractor is expected to work closely with the PERETO team, receive feedback and implement changes to the design and layout as necessary. The separate page with project publications and other outputs is expected to benefit all the target audiences.

3. Website development and implementation

The contractor is expected to develop a fully functional website by:
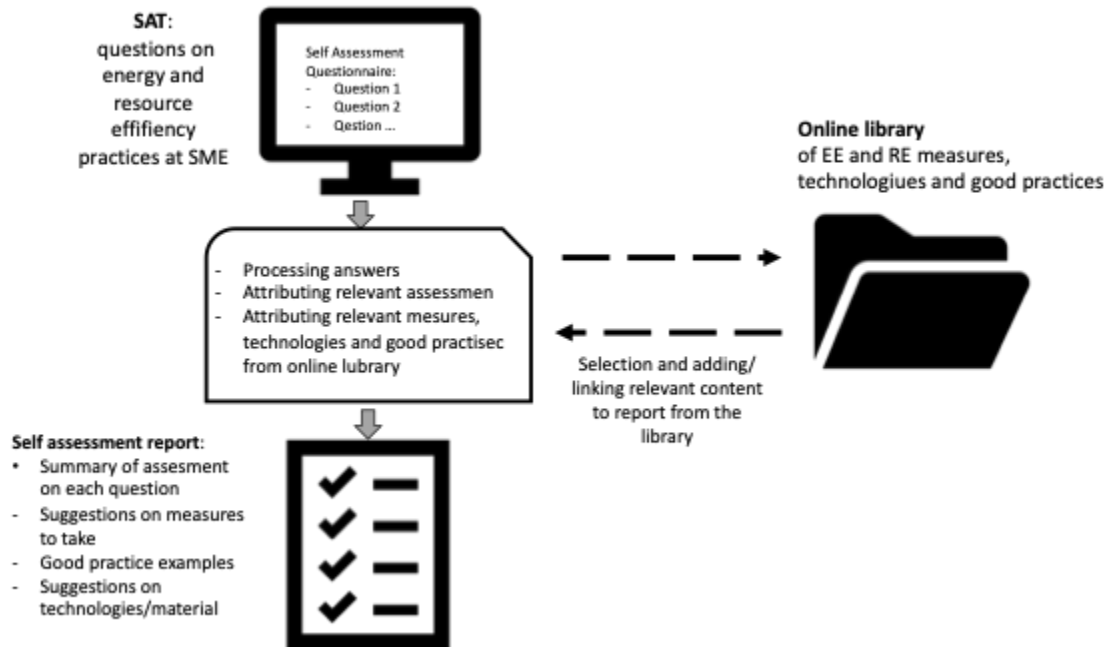
-   Developing the server side of the website
-   Following the design guidelines (colours, fonts, etc.) provided by the PERETO team
-   Developing a website management and administration panel for the PERETO team to upload and manage contents
-   Developing the website front end
-   Adapting it and making it responsive to all typical user devices (phone, tablet, laptop, PC)
-   Adapting it to various browsers (Chrome, Firefox, Edge, Opera, Safari, etc.) and operating systems (Mac, Windows, Linux)
-   Implementing the website into three several language versions (Russian, Kyrgyz and English)
-   Optimising the website for search engines
-   Implementing analytics capability
-   Enabling the possibility to add a chat bot at a later stage
-   Implementing state-of-the-art website security

4. Implementation of the interactive tools and online library

a. The **online library of measures, technologies and good practices** for HoReCa SMEs will have 100+ examples structured fiches (factsheets) which will be listed as a searchable catalog, will have short text, image data and tags. Filtering and search by tag, keyword and resource type will be possible. An example of such a library is available at: https://www.resourceefficient.eu/en/database. A link to the online library should be available on the PERETO homepage.

b. The concept for the interactive **Self-Assessment Tool (SAT)** draws on a tool developed in the framework of another EU-funded project called European Resource Efficiency Knowledge Centre (EREK)[2]. The PERETO Self-Assessment Tool will be made available specifically for HoReCa businesses. Companies will be able to register on the website, answer a set of multiple-choice questions and based on the answers, the tool will generate a report with recommendations and links to useful resources. The report with recommendations can be viewed on the website or downloaded as a PDF report. The report will provide feedback and include links to materials which

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[2] https://www.resourceefficient.eu/tools#/?image=hotels_and_restaurants

are available in the resource library. The figure below provides a scheme of how the tool is expected to work.

c. Other tools may also be conceptualised during the implementation of the project. The development of these will be discussed with the Contractor and agreed upon separately.

5. Testing, and launch

a. The Contractor is expected to test the developed website to make sure that there are no errors in the code, that page links are opening correctly, that there are no spelling mistakes, and that the functions and appearance on different devices and browsers are correct. After the testing the website will be uploaded to a server and tested again to validate that all files are online and the website functions as expected.

b. The Contractor is expected to also provide training to the PERETO team about how to use the website's management and administration panel and manage content on the website. The training should also include issues such as security, troubleshooting and backup.

6. Updates, maintenance and support

a. After the launch of the website, and over the remaining duration of the project, the contractor is expected to carry out necessary updates, basic maintenance, and assist the PERETO team in managing the website contents. In their proposal, the Contractor is expected to provide a cost estimate for the annual maintenance of the website.
b. The Contractor is also expected to make adjustments to the website based on feedback from the PERETO team which may come from PERETO team members or users of the website after the launch. Examples of the support that may be required include making small changes to the visual appearance of the website, adding new items to pages, or moving contents from one page to another. As the amount of work required for such support is hard to estimate, the Contractor is expected to include in their proposal estimates for additional monthly technical support paid on a per hour basis.

Implementation period

It is expected that the Contractor will be able to complete the scope of work (Tasks 1-5) within 50 days. The Contractor is expected to deliver at least a landing page for the website within a month from the starting date of the contract.

Proposal evaluation

Candidates will be evaluated based on the following evaluation matrix:

Criteria	Score
Technical proposal and approach for implementing the scope of work	40
Financial proposal	40
Other References and Portfolio	20
Total	100

Proposal submission

Applications and other supporting documents scanned should be submitted in either English or Russian by emails to: tspc@auca.kg or tairova_a@auca.kg **not later than September 13, 2020, at 23:59 (Bishkek time).**

Additional information

Contact between AUCA and bidders is prohibited throughout the procedure save in exceptional circumstances and under the following conditions only:

Before the final date for submission of bids:

● At the request of the bidder, the PERETO project team may provide additional information solely for the purpose of clarifying the nature of the contract to all interested parties by issuing a clarification or addendum to the procurement notice. Any requests for additional information must be made in writing to tspc@auca.kg.
● The PERETO project team may, at its own initiative, inform interested candidates of any error, inaccuracy, omission or any other clerical error in the text of the call for tenders.

The bidders will be informed of the outcome of this procurement procedure by e-mail. It is the bidders' responsibility to provide a valid e-mail address together with other contact details and to check their e-mail regularly.